

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

In re application of: Lorenzen et al.

Attorney Docket No.: 40959-0002

Application No.: 09/594,213

Examiner: ZEENDER, Florian M.

Filed: June 14, 2000

Group: 3627

Title: MULTI-VENDOR INTERNET  
COMMERCE SYSTEM FOR E-COMMERCE  
APPLICATIONS AND METHODS THEREFOR

CERTIFICATE OF MAILING

I hereby certify that this paper and the attached papers are being deposited with the United States Postal Service as express mail in an envelope addressed to:

Commissioner for Patents  
Washington, D.C. 20231, on this date.

Signed:

*Rachel Mena*

Rachel Mena

Express Mail No. EL97654368145

DECLARATION UNDER 37 CFR 1.131

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

RECEIVED

OCT 21 2004

GROUP 3600

We, Lee Lorenzen and Jordan Zimmerman, declare that:

1. We are the inventors of the above-identified patent application.
2. Altura International, Inc. (formerly Catalog City, Inc.) is the owner of the above-referenced patent application.
3. We make this declaration to demonstrate completion of the claimed invention described in the above-identified patent application in this country prior to the priority date of the Chiasson patent publication (November 25, 1998).
4. The invention which is subject of the above-identified patent application was conceived and reduced to practice by Lee Lorenzen and Jordan Zimmerman in Monterey California prior to November 25, 1998.
5. The reduction to practice was accomplished by building a website which allowed a user to provided a centrally implemented multi-vendor central processing unit and a centrally implemented

multi-vendor shared datastore. The system provided one website to sell products to the consumers from the plurality of vendors. The system also provided a universal shopping cart for a consumer to add items to purchase from different vendors.

6. We started CatalogCity.com by offering a Catalog Finder service (i.e., request any print catalog from a database of 17,000 US catalogs), a Page Finder service (i.e., search millions of pages from thousands of catalogs that we scanned and keyword encoded) and a Product Finder service (i.e., search for individual product descriptions).

7. The One-Cart Shopping Platform (that ultimately came to be called the Altura Merchant Operating System) was designed to make it easy to actually buy the products at CatalogCity.com without linking off our site or calling the cataloger. To our knowledge, no other site at the time operated in this way, and there were significant technical challenges to building a system that could maintain the product inventory of multiple sites along with the business rules of each third-party company in a way that provided consumers with a seamless, single checkout process with a single shopping cart containing products from multiple merchants.

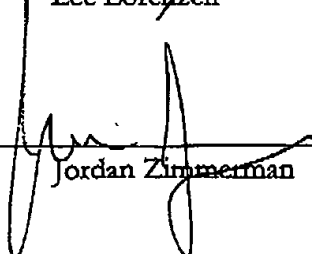
8. The consumer roll-out of the website with hundreds of merchants and thousands of products was in October 1998 as evidenced by a \$20 off coupon that we included in hundreds of thousands of the SkyMall Holiday seat-back catalog that mentioned the CatalogCity.com site (see copy of coupon). Exhibit A is a coupon from the SkyMall Holiday Catalog dated prior to November 25, 1998 discussing the CatalogCity.com website.

9. Additionally, Exhibit B is an article dated November 16, 1998 by Dylan Tweney describing the Catalog City website. On Page 2 of the article, the third paragraph discusses the use of a central shopping cart that customers can use for purchases in any of the online catalogs. This shows Catalog City website with the universal shopping cart feature was reduced to practice prior to the priority date of the Chiasson reference.

11. All statements made of our own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both, under 18 USC 1001, and that such false statements may jeopardize the validity of the above-identified application or any patent issued thereon.

  
\_\_\_\_\_  
Lee Lofgren

10/12/04  
Date

  
\_\_\_\_\_  
Jordan Zimmerman

10/12/04  
Date